

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Naressi et al.	Examiner:	Peter Cyrus Mehravari
Serial No.	10/598,381	Art Unit:	2612
Filing Date:	September 23, 2008	Atty. Docket No.:	33836.00.0098
Confirmation No.:	3352		

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD**

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NON-FINAL OFFICE ACTION

Dear Examiner Mehravari:

Applicants respond to the non-final office action mailed July 19, 2011 as follows.

Amendments to the Drawings begin on page 2 of this paper.

Claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks/Arguments begin on page 12 of this paper.